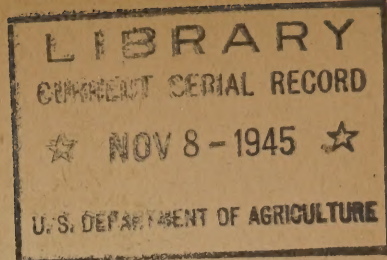


Information Case Report No. 7

Printed Annual Report



Subject: Vermont Extension Service printed annual report.

Source: Mrs. Marie L. Lavallard, Emergency Information Assistant, Vermont.

Who writes the report: Responsibility is assigned to the extension editor's office, and specifically to Mrs. Lavallard.

Edition: 2,500 copies.

Distribution techniques: Report mailed to members of State Legislature; U. S. Senators and Representatives from Vermont; officers of rural organizations including Farm Bureau, Grange, and agricultural commodity groups; staff of agricultural college; officials of the State department of agriculture and State school of agriculture; vocational agriculture and home economics teachers in State; press, and others interested in agriculture, with a mimeographed letter of transmittal from the extension director calling attention to several points of special interest.

To whom the report is aimed: "The report is aimed primarily at members of the State legislature and officers of rural organizations active in the State. Since the funds for extension work come from the taxpayers as a whole, the report is directed to all the taxpayers and, especially to farm people. The report should also, of course, be of use to Federal, State, and county extension workers, the State's Congressional delegation, and to any others interested in obtaining a record of extension work in the State. We do not see the report as being of value 'for extension administrative analysis.'"

Special report policy considerations: "In Vermont we have seen the report as providing a record of what was accomplished during the year, and an accounting of how public funds were spent. We point out the more important things done in any one year, as distinguished from what is done every year, although the report should include some reference to the latter. In some years it is very simple to develop an annual theme for the report, since the work itself has been developed around such a theme. However, this same theme may very well be appropriate for another year's report, and to try to develop a new theme for each year is likely to turn into a pretty artificial procedure."

Organization of the report: It is based upon short resumes of their year's work prepared by the State specialists.

Problems: "The Vermont report is more or less a subjective report, and stresses the points which the specialist was pushing. Some of the counties are carrying on activities which may very well be of more value to the local people than some of the State-wide projects, and yet no mention



of them may be made in the State's annual report. This year we are asking the State leaders in agriculture, home demonstration, and 4-H Club work to prepare brief summaries of the activities of the county agents, in the hope of solving this problem.

"If we had available statistics which were accurate, it would be ideal to be able to report the year's work in terms of such statistics and data. However, in this State at least, the county workers who prepare the statistical reports have never felt that they were at all accurate, since they had no information on which to base the figures. It would require a small research project to accumulate accurate statistics, and measure progress in terms of them. While this might be feasible in the larger States, certainly none of the smaller States could undertake such a project."

Comments: "We consider the annual report a worth-while undertaking, but we wonder whether it is as important as we sometimes think. While it would be well to assign the job of preparing the report to someone at the beginning of the year, and that person might well be thinking about it throughout the year, we question whether it would be necessary for him to be planning for it, collecting information for it all through the year. If a member of the editorial staff is preparing the report, through his regular activities he would be getting a general idea of just what the report should include, without having to actually go out and collect information. It does seem, though, that if the report is to be illustrated, it would be a good plan to be looking around for photographs that really tell the story, all through the year, rather than trying to dig them out of the files when the year is over."